



Store Performance Analysis

No.of Stores

50

Total_Rev_before

141M

Total_Rev_After

348M

IR

207M

Total Sold Units Before

209K

Total Sold Units After

435K

ISU

226K

Cities

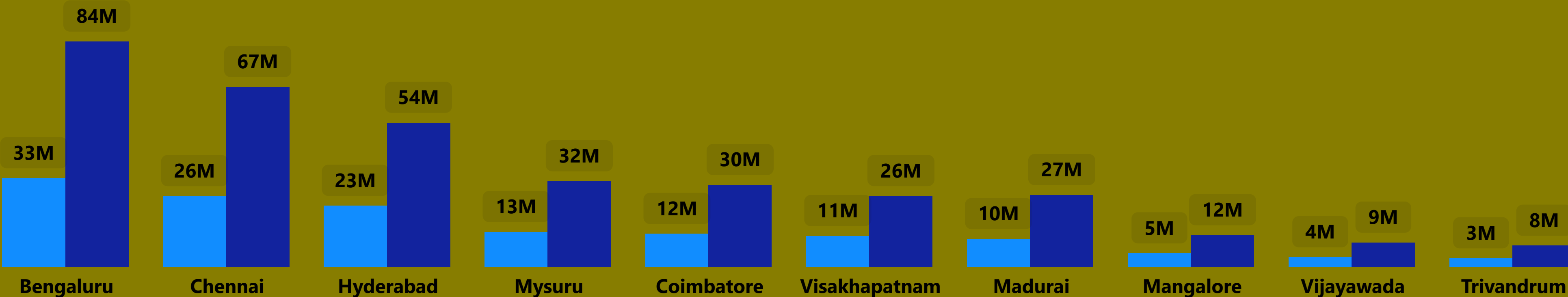
- ☐ Bengaluru
- ☐ Chennai
- ☐ Coimbatore
- ☐ Hyderabad
- ☐ Madurai
- ☐ Mangalore
- ☐ Mysuru
- ☐ Trivandrum
- ☐ Vijayawada
- ☐ Visakhapatnam

Promotion Type

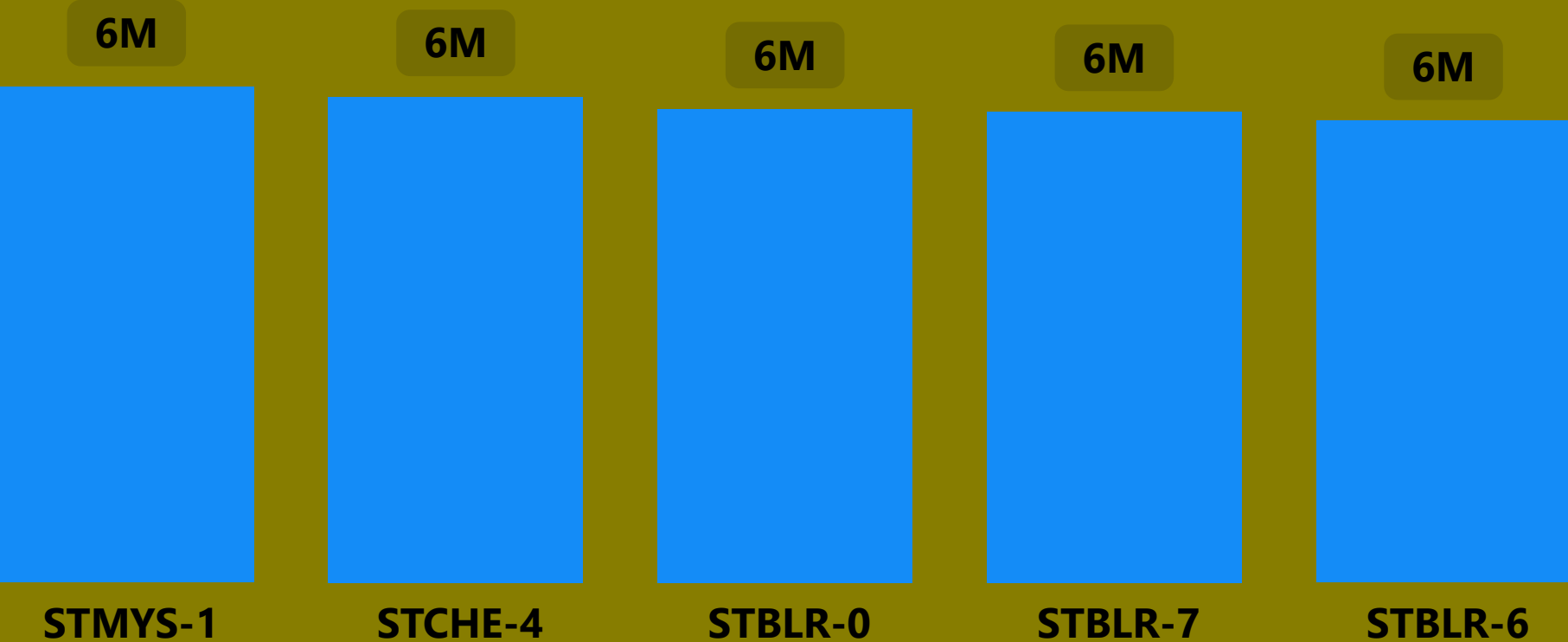
- ☐ 25% OFF
- ☐ 33% OFF
- ☐ 50% OFF
- ☐ 500 Cashback
- ☐ BOGOF

Stores Performance by Cities

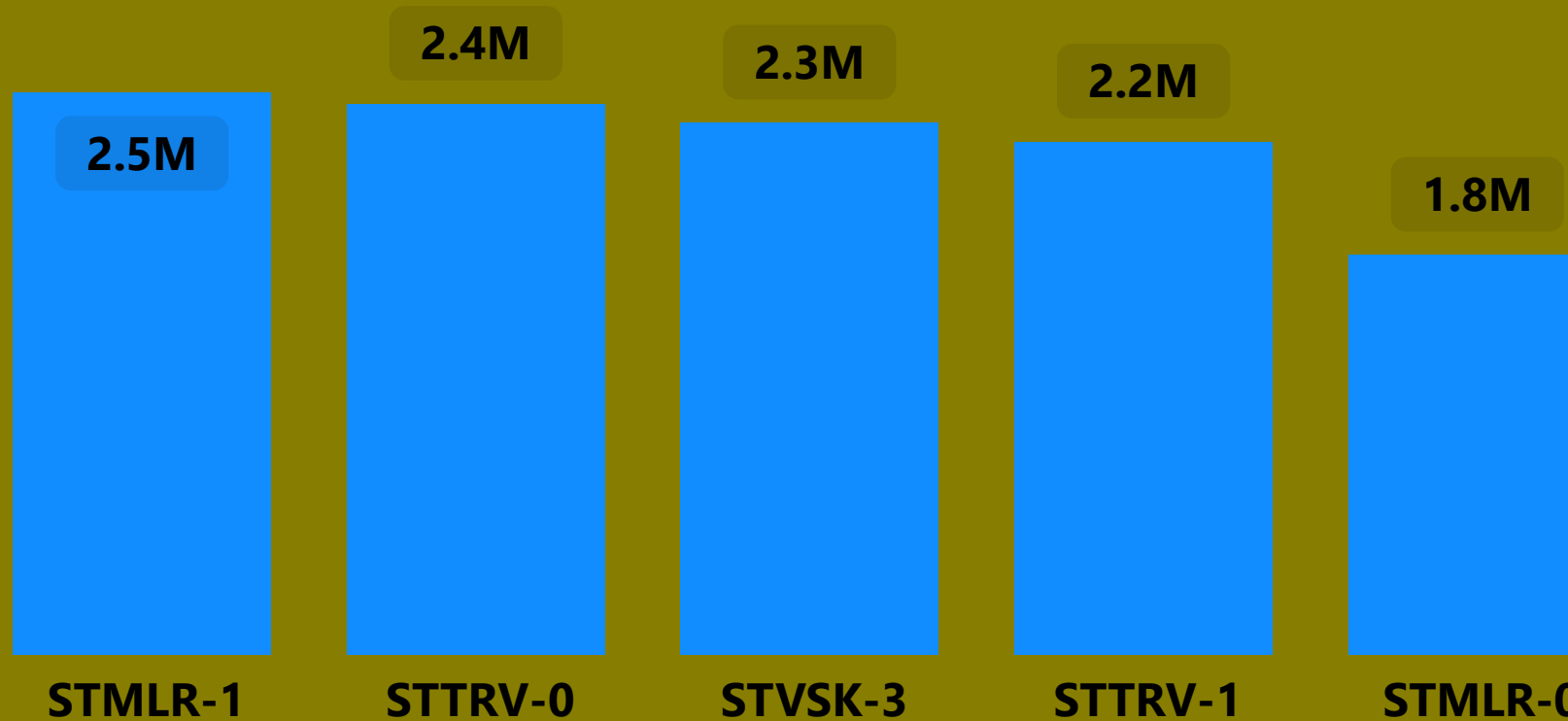
Sum of Total_Rev_Before Sum of Total_Rev_After



Top 5 Stores by IR



Bottom 5 Stores by IR





Promotion Type Analysis

Total_Rev_After

348M

IR

207M

Total sold Units before

209K

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435K

ISU

226K

Total_Rev_Before

141M

Promotion Type

- ☐ 25% OFF
- ☐ 33% OFF
- ☐ 50% OFF
- ☐ 500 Cashback
- ☐ BOGOF

Campaign Name

- ☐ Diwali
- ☐ Sankranti

Top 2 Promo Type by IR

122643K



500

Cashback

69317K



BOGOF

Bottom 2 Promo Type by IR

0.71M



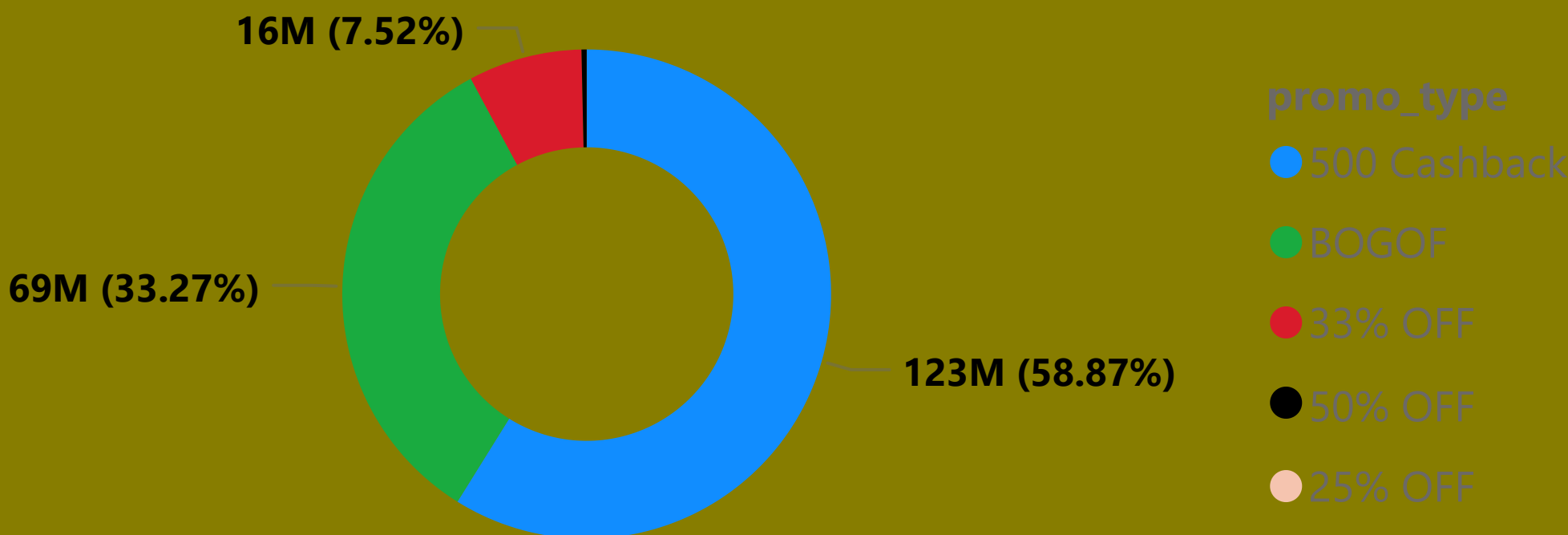
50% OFF



-1.17M

25% OFF

Promotion Performance by IR



Top 2 Promo Type by ISU

157K



BOGOF

41K



500
Cashback

Bottom 2 Promo Type by ISU

6.9K



50% OFF



-5.7K

25% OFF

Promotion Performance by City

city	25% OFF	33% OFF	50% OFF	500 Cashback	BOGOF	Total
Trivandrum	-12225	383732	15573	2598000	1680980	4660000
Vijayawada	-25979	425700	18742	3246000	1753840	5418000
Mangalore	-44591	440836	19694	4032000	2291740	6739000
Visakhapatnam	-129355	1396296	64073	8457000	5066200	14854000
Madurai	-77286	837984	31694	10455000	5103440	16350000
Coimbatore	-103627	1570532	69831	10359000	6272970	18168000
Mysuru	-108788	1475932	63383	11985000	5439950	18850000
Hyderabad	-199242	2700400	131089	17535000	10673100	30840000
Chennai	-199774	2490904	108252	24003000	14098620	40500000
Total	-1174864	15664212	709624	122643000	69316990	207150000



Product and Category Analysis

Total_Rev_Before

141M

Total_Rev_After

348M

IR

207M

Total sold Units before

209K

Total sold Units after

435K

ISU

226K

Cities

City

All

Category

Category

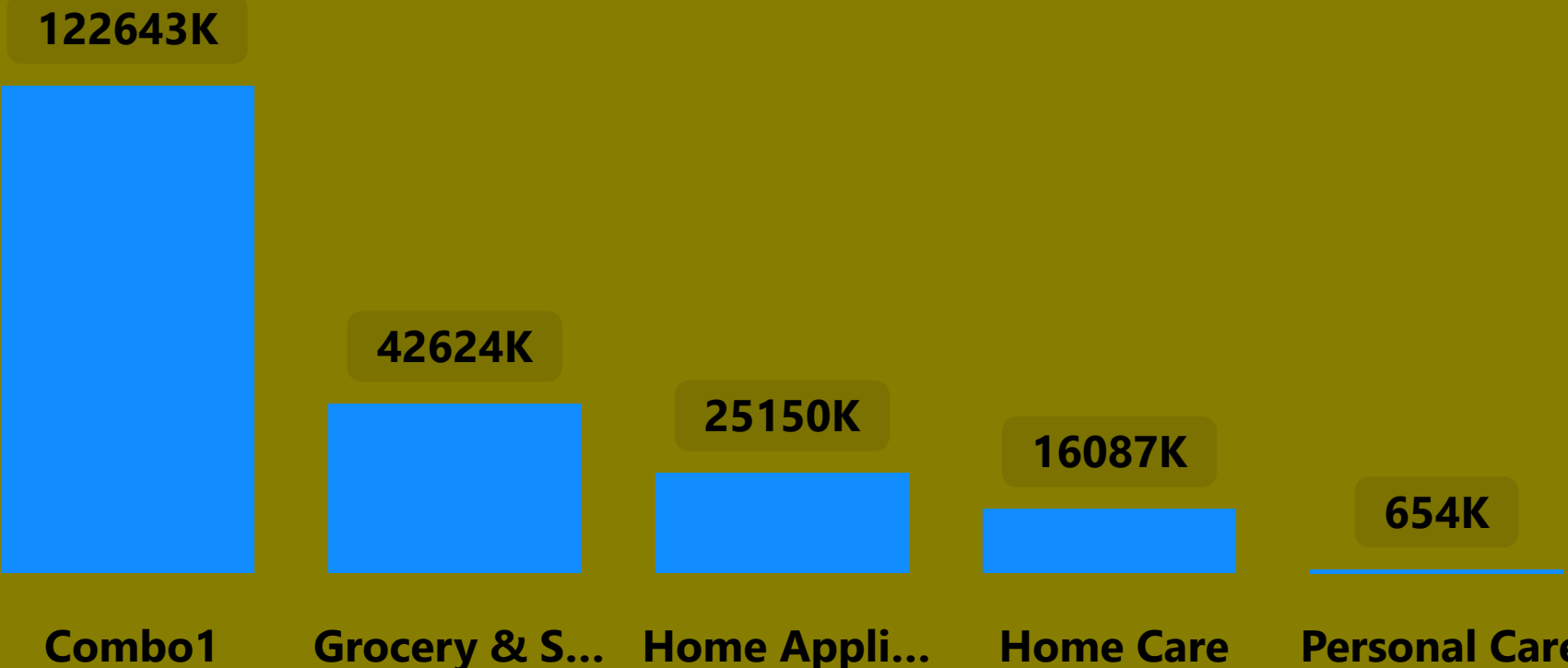
- ☐ Combo1
- ☐ Grocery & Staples
- ☐ Home Appliances
- ☐ Home Care
- ☐ Personal Care

Promotion Type

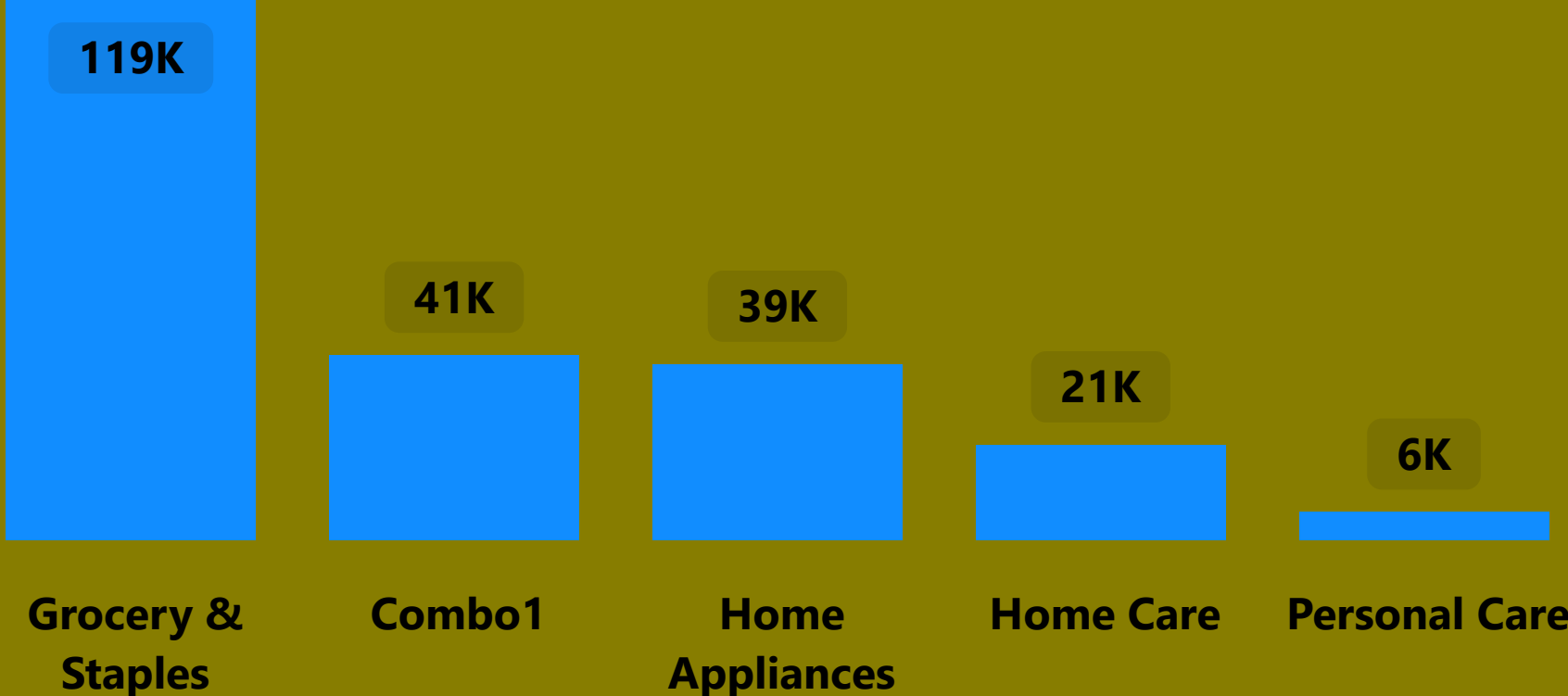
promo Type

- ☐ 25% OFF
- ☐ 33% OFF
- ☐ 50% OFF
- ☐ 500 Cashback
- ☐ BOGOF

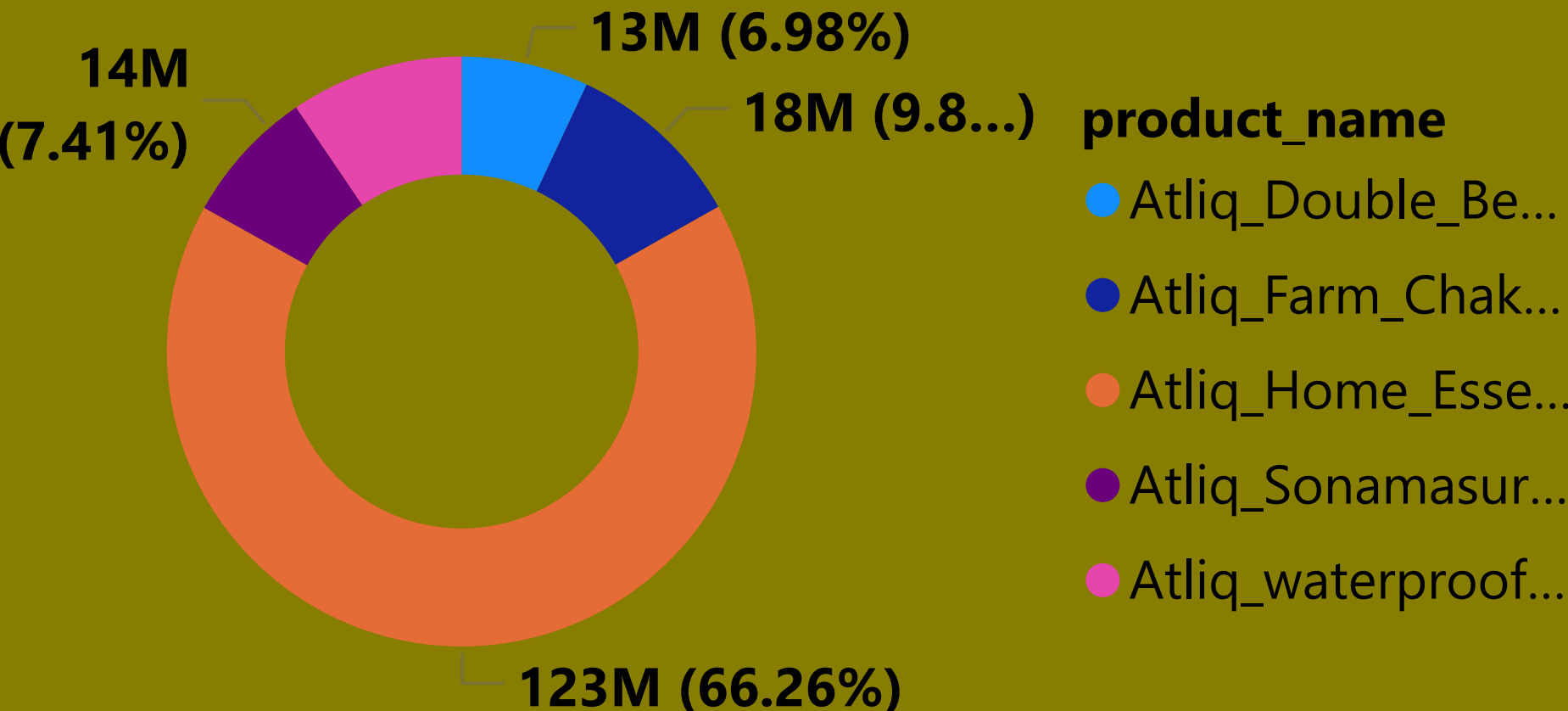
Category by IR



Category by ISU



Top 5 Products by IR



Top 5 Product by ISU

